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IN CAMILLE'S WAKE

SPOTLIGHT ON MISSISSIPPI:

FACTS TO FIGHT DISASTER



Right: The remains of a chicken house on the H. H. Saucier farm, Marion County, where wind hit hard.

Cover: Remains of pecan orchard near Lumberton, Lamar County. Many trees in this area were destroyed. Below: Pine timber stand, Hancock Co.



As hurricane Camille died out on August 18, 1969, Ray Converse and his staff began to assemble their story. Three days later, it was in the hands of Jim Buck Ross, Mississippi Commissioner of Agriculture—an emergency report on damage to farms.

Converse is Statistician in Charge of the Mississippi Crop and Livestock Reporting Service in Jackson. The mission of his office is to provide impartial reports on current farm conditions in the State.

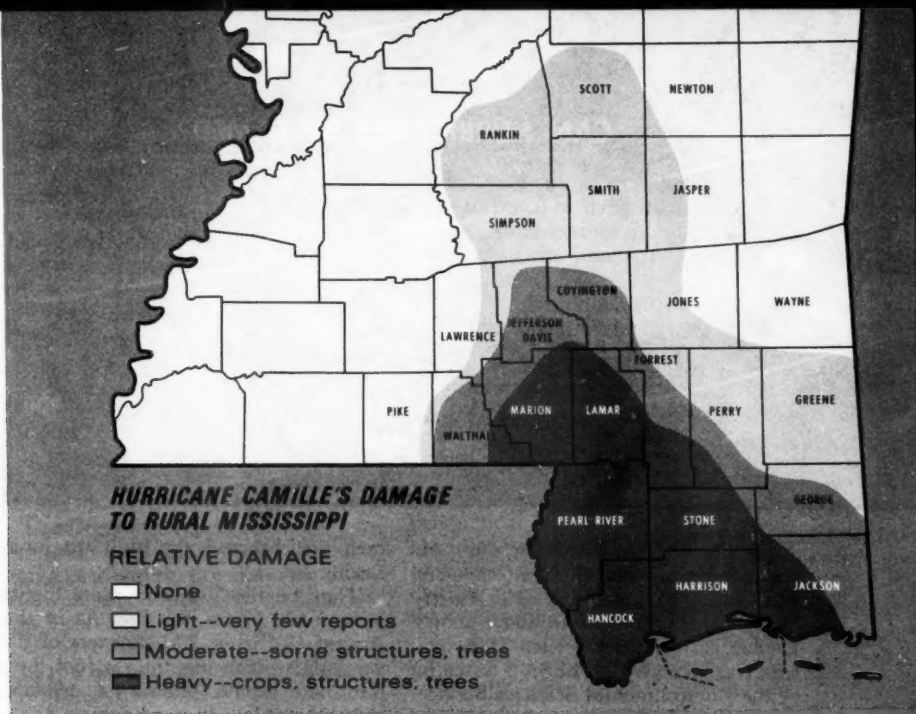
The experience of issuing hundreds of routine reports each year prepared the Jackson office for quick action in sizing up the destruction.

While the preliminary report for Commissioner Ross was being assembled, Converse was planning a more thorough survey. He began training enumerators who would stop every 6 miles along selected routes in 26 counties to talk to farmers. By August 27, the second survey was completed. On September 5, results were made public.

The report gave State officials a much needed evaluation of their problem. As the map on page 3 indicates, severe damage ended at the upper portions of Lamar County, where winds still exceeded 100 miles per hour. But rural communities as far north as Scott County would also need assistance in the days and months ahead.

Further, enumerators reported that while road washouts were confined to coastal areas, power was out and food and lodging scarce in many areas. Using the information in hurried meetings after the disaster, officials planned recovery programs.

Immediately, \$300,000 in USDA funds was allocated for clearing debris-strewn land and building new fences. Thirty-three counties were declared eligible for emergency housing loans. (The hurricane destroyed 370 farm buildings and caused major damage to another 400.) Millions of dollars in loans were made to rural electric co-operatives for restoration of lines.



Statistician Converse commented that, "Immediate appraisal of damage to agriculture . . . is always difficult because of the human tendency to overstate losses. Many plants, depending of course on stage of development, have strong abilities to recuperate."

The public report on hurricane damage dispelled speculation about Camille's effect on farming, and brought the actual problems into sharp focus. Here are the details:

- Immediate loss was estimated to be in the area of \$30 million, confined largely to the "severe damage" area on the map.

- Of this, \$13.5 million, was loss of farm buildings and farmhouses. Unsalvageable timber and pulpwood blown down was worth \$7.3 million, crop losses, over \$9 million, and livestock loss, including milk and eggs uncollected, between \$1.5 and \$2 million. Fence damage was over \$2 million.

- Among crop losses, tung nut and pecan groves suffered the heaviest damage. (Tung oil is used for oil paint.)

Loss of the 1969 nut crop was esti-

mated at between \$3 and \$4 million for each crop. The tung acreage is concentrated in Pearl River and Lamar Counties, and pecans are grown throughout the southern counties.

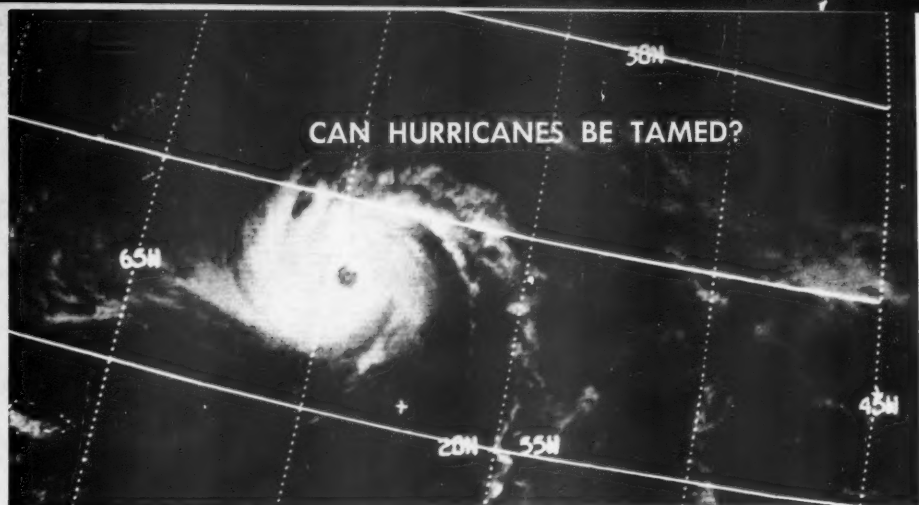
Long range losses, especially for tung nuts, will be much larger. Two-thirds of the trees were destroyed or damaged. It will take 5 years for new trees to bear a good crop.

- Many soybean and corn fields were flattened by wind. Soybean loss was nearly \$2 million.

- Few livestock were killed, but loss of power caused a hardship for dairymen and loss of housing was hard on cattle and chickens.

- The hurricane hit the heart of the timber belt. Long term damage will far outweigh immediate losses.

In looking back over the tragedy, Converse concluded, "The book has not yet been closed on complete and final appraisal of damage to crops. The effects of the storm will be spread out for a number of years on such items as pecans, timber, and tung nuts, as well as the financial burden of rebuilding barns, houses, and other buildings."



As Camille unleashed her fury on the Mississippi coast, scientists were attempting to tame her sister hurricane, Debbie. The photo above shows Debbie east of Puerto Rico. The picture was taken by the ESSA 9 Satellite of the Environmental Sciences Service Administration.

The experiment left hope that one day hurricanes might be calmed down—though not slowed or destroyed—just before they hit land.

The experiment, called Project Stormfury, used repeated “seedings” of silver iodide crystals in the wall of Debbie’s eye to cause a sudden burst of heat. The heat, it was hoped, would redistribute the wind energy and disrupt the violent winds generated in the eye.

While the eye itself is dead calm, the chimney wall of clouds around it carries violent updrafts which generate hurricane winds.

On the morning of August 18, following Camille’s midnight ride on the Gulf Coast, Debbie was seeded five times by pilots of the Navy attack Squadron at Oceana, Virginia.

A few hours after the seedings, planes monitoring wind and weather conditions had great news: Maximum winds around the eye decreased from 98 knots to 68 knots, a 31 percent difference!

The next day, Debbie was left to her

own devices, and she built up force again.

Then on the 20th, five more flights were made across the eye. As in the August 18 flights, 200 canisters of silver iodide, each less than a foot long but loaded with billions of crystals, were released during each trip.

Winds dipped from 99 knots to 84—a more modest 15 percent reduction.

Dr. Cecil Gentry, top scientist on Project Stormfury, stated that though the wind drop was significant, one experiment does not prove that the seeding was the cause. Until seeding is conclusively proved effective, and more precise results can be predicted, it would not be safe to use on hurricanes threatening the Mainland.

Debbie was chosen for her location at sea. Storms that are closer than 50 miles or 24 hours to landfall aren’t suitable for experimentation.

Next year, ESSA promises an intensified effort at hurricane seeding experiments. But no one knows when the next suitable hurricane will crop up. Thus, even if the seeding technique proves effective, practical usage may be several years in the future.

“Until we complete further experiments, we cannot state absolutely that hurricanes can be modified or controlled.”

***—Secretary of Commerce
Stans, December 4, 1969***

WHAT'S HAPPENING TO HOG PRICES?

What's ahead for hog producers?

Continued light supplies and strong demand point to strong hog prices for the first half of 1970.

The December report showed 6 percent fewer hogs and pigs on U.S. farms than a year earlier. Breeding hog numbers were down 5 percent and market hogs 7 percent.

Hog producers reported they intend to farrow 6.6 million sows from December through next May—3 percent more than last year, but still less than the 6.7 million farrowed in December 1967–May 1968.

1969 was an unusual year for the hog business. The first hint came last June, when the Statistical Reporting Service announced that hog farrowings for March–May had dropped 8 percent from the previous year.

It was hard to understand why.

Prices of all meats were up in the face of strong consumer demand. Red meat was in relatively short supply. The hog-feed ratio was very favorable. Hogs were bringing \$25.16 per hundred pounds (average for all barrows and gilts at Chicago)—\$4.73 higher than a year earlier.

What's more, farmers had been planning to increase their production rather than cutting it back. The previous December, farmers in 10 States had reported intentions to farrow 6 percent more hogs in the March–May quarter than they did in 1968. In March, they still said they planned to farrow 5 percent more pigs.

The June estimate of 9 percent fewer March–May sows farrowing was actu-

ally a shift of 14 percent in expectations.

Many people in the hog industry were skeptical of the June 1 estimates. However, marketings this summer and fall indicate the June report was essentially correct.

The fall slaughter figures ran 7 to 9 percent below 1968 in line with the 8 percent reduction in March–May sow farrowings.

Why were there so few pigs?

Several reasons have been advanced. SRS did a followup survey with producers who registered a big difference between March intentions and June production. They said weather had been bad—cold, wet, and muddy. This produced management problems, including greater risk of disease. It also made breeding more difficult.

With good hog prices, some sows and gilts may have been sold, too.

It's difficult to assign weights to any of these factors, but probably they all played a part in the downturn.

The June estimate was actually based on two independent surveys of hog producers.

First, there were questionnaires returned by farmer crop reporters across the country. The forms ask farmers to report the number of hogs on their farms as of the reporting date, the number farrowed in the previous quarter, and the number they expect to farrow in the next two quarters. This June mail survey produces some 100,000 returns, nearly half of them reporting hogs.

In addition, SRS had the results of its June *enumerative* survey, which covered about 57,000 agricultural tracts in randomly-selected plots. Enumerators interview each farmer and accounted for every acre of crops and every farm animal. Information on the number of sows farrowed the previous two quarters and number expected to farrow during the next two quarters were also secured. Results of this survey backed up information from mail questionnaires. Both found the sharp drop in farrowings.

WILL THERE BE ENOUGH BEEF?

Beef production has increased nearly 50 percent since 1954. But total cattle numbers have advanced only 15 percent and total cows less than 3 percent.

Does this mean cattlemen are sacrificing future production to satisfy the present demand for beef?

"No," says Robert Rizek and John Larsen of USDA's Economic Research Service. The expansion in beef output has come from changes in the makeup of the cattle herd and in production practices, not from a drastic culling of needed replacement stock.

Several factors together account for the 50-percent rise in beef output. Over the last 15 years, the composition of the U.S. cattle herd has changed to include a larger proportion of beef animals. In particular, beef cow numbers have risen 44 percent, increasing the supply of feeder calves. Feedlot finishing has expanded. Also, feeder cattle are started in feedlots and slaughtered at a younger average age.

Beef Cows

Although total cow numbers are up only 3 percent since 1954, the proportion of beef to dairy cows has changed sharply. There were 10 million fewer dairy cows and 11 million more beef cows in 1968. Today, the beef cow herd is record large. Further expansion is likely during the 1970's.

The change in the cow herd has led to an expanded supply of feeder calves. The beef calf crop is 10 million larger than it was in 1954. In addition, Rizek and Larsen note a larger proportion of the dairy calf crop is being fed to maturity rather than slaughtered for veal.

The increase in beef output has been in the form of fed beef. Slaughter of nonfed animals has declined some during the 15 year period.

Yearly marketings of fed cattle more than doubled in the 15 year period. Fed beef accounted for 70 percent of all beef production in 1968, versus 40 percent in 1954. The proportion of fed beef is expected to rise further during the 1970's.

Feeding Boom

The boom in cattle feeding has increased beef output in two important respects. It has resulted in heavier average live weights, and in the slaughter of younger finished cattle.

During 1954-68 annual beef output increased 8 billion pounds. Two-thirds of this was due to a larger number of cattle slaughtered. But heavier average live weights and higher yields per animal claim the other third of the increase.

Live weight of commercially slaughtered cattle in 1968 averaged 1,014 pounds. Yield was 591 pounds. In 1954, live weight average 926 pounds, yield, 505 pounds.

Larsen and Rizek don't foresee as large an increase in live weights during the 1970's, even though the number and proportion of cattle fed will increase. Barring a period of unusually high cattle prices in relation to feed costs, today's cattle feeding business is too competitive to make the finishing of cattle to a heavier average weight profitable.

Younger Beef

With the growth in feeding has come a movement toward finishing cattle at younger ages. More feeder calves are being started on lots as soon as conditions permit. The practice of holding

older cattle till whenever the price appeared best is rapidly losing favor. The backlog of older, heavier feeders has been worked down, tightening the supply-demand relationship for cattle, and creating a more rapid turnover of animals. Working down the inventory of older steers and heifers, in turn, has freed forage supplies which can be used in expanding the breeding herd.

resented some 90 percent of all steer and heifer slaughter, compared with 85 percent last year.

Veal output, which shrank from 1.6 billion pounds in 1954 to 735 million in 1968, will be further diminished. It is possible that the dairy herd will decline more slowly or level out, but more dairy calves will be used for feeding instead of veal.



More Beef Ahead

Beef production will continue to rise in the next several years, although the pace will slacken, especially for fed beef. The rapidly expanding feeding industry will eventually utilize most steers and heifers suitable for feeding, except breeding herd replacements. Look what happened in first-half 1969: A 5 percent increase in fed cattle marketings about offset a 30 percent decline in nonfed steer and heifer slaughter. Consequently, fed cattle slaughter rep-

By the end of the 1970's, cattle slaughter will consist mainly of fed cattle and old cows. Beef output increases will need to rely on expansion of the breeding herd and improved production efficiencies. Feeding to heavier weights probably won't be a practical means of increasing beef output.

Rizek and Larsen foresee a sufficient supply of beef heifers coming along for breeding purposes, with the traditional incentive of higher cattle prices causing producers to expand the herd.

outlook

Digested from outlook reports of the Economic Research Service.
Forecasts based on information available through... January 1, 1970

1970 RETAIL FOOD PRICE RISE may be considerably short of 1969. Expected slowdown in economy may hold 1970 increase to about 3 percent compared with 5 percent hike of 1969. Through this winter—little change in retail meat prices, though pork supplies will remain well below year earlier and beef demand will move up; slight price rise for dairy, cereal, and bakery products; price stability for fats and oils; possible price dip for fruits, potatoes, chicken and eggs, citrus items.

CORN PRICES, HIGHER this fall and winter than last, will probably average higher for the 1969–70 marketing season. Favorable returns to livestock and poultry feeders will keep domestic demand generally strong, though large supplies of other feed grains and relatively low prices of oats and barley will tend to limit expansion in corn feeding. With larger exports, however, total corn use is expected to be above 4.5 billion bushels—a little more than the past 2 years.

GRAIN SORGHUM PRICES will likely run strong this winter because there are more cattle on feed than last year, especially in the Southwest and Central Plains. The 1969–70 grain sorghum supply is practically the same as last year, but 10 percent below the 1963–67 average. Domestic use is expected to exceed the high set last season, while exports will continue low.

WHEAT DISAPPEARANCE during 1969–70 is likely to trail current production, adding to the carryover for the third year in a row. The carryover next summer may run 50 to 100 million bushels above the 818 million bushels of last July.

WHEAT PRICES STRENGTHENED EARLIER this season than last, reaching \$1.28 per bushel (farm price) in October. Prices are not expected to rise much further for the rest of the 1969-70 season. Large stocks of wheat under loan would dampen any substantial price rise. The season average price for wheat is estimated at \$1.23 per bushel, one cent below last season.

●

SOYBEAN SITUATION better balanced than in past 3 years, despite record 1969 crop. Strong home and overseas demand is underway. Use may rise over 100 million bushels above the record 950 million in 1968-69 and carryover faces only moderate increase. Farmers' soybean prices should improve seasonally into spring.

●

TOBACCO CARRYOVER MAY DROP a little from the 3.8 billion pounds of mid-1969. Tobacco use during the marketing season ending in mid-1970 probably will total around 2 billion pounds, exceeding 1969 output.

●

TOBACCO PRICES at December auctions ran below the record levels of the year before. The pattern could continue through mid-1970. Prices for nonauction (mainly cigar) tobaccos are averaging higher for 1969-70 than in the previous marketing season.

●

TOBACCO EXPORTS are expected to hold up this year. During 1969 they dropped 8 percent to about 550 million pounds of leaf. Exports should equal this level in 1970. High-quality of U.S. flue-cured crops and fast-expanding cigarette output abroad will help maintain exports despite big foreign crops.

●

MILK PRODUCTION'S DOWNHILL SLIDE, underway for 5 years, may slow during 1970, according to the economists. Compared with recent years, milk cow numbers fell more slowly during 1969. Milk production last year picked up temporarily after midyear, following a 30-year output low in May. But for 1969 as a whole, milk production was only 1 percent below the previous year's level . . . Meanwhile, commercial use of milk declined an estimated 1 percent during the year, after holding about steady the year before.

●

MILK PRICES for 1970 may rise less than in 1969 if the downtrend in milk production eases off as expected.

●

OUTLOOK CONFERENCE—OUTLOOK ISSUE: USDA will hold its 43d annual agricultural outlook conference February 16–19 to examine farming prospects for 1970. Delegates from the 50 States and Puerto Rico will gather in Washington, D.C. for intensive sessions devoted to individual farm commodities, the impact of nutrition, and environmental problems, and the overall economic outlook. The next issue of Agricultural Situation Magazine will bring you details of the outlook.

FLAXSEED HANGS BY THIN ECONOMIC THREAD. Research and development is needed to bolster markets for this far-north-central crop. Prices have declined from losses in linoleum and oilcloth markets, but some farmers use flaxseed as a late-season alternative when poor weather has delayed planting of small grains.

STATISTICAL BAROMETER

	1957-59 average	1968	1969	
			Latest month available	
Farm output, Total.....	100	120	121	Nov.
Crops.....	100	119	120	"
Livestock.....	100	118	118	"
Prices received by farmers.....	100	108	118	Dec.
Prices paid, interest, taxes, wage rates.....	100	121	129	"
Parity ratio.....	100	89	92	Nov.
Consumer price index, all items.....	100	121	131	Oct.
Food.....	100	120	128	"
U.S. Personal income (\$ bil.)...	\$365.3	\$688.0	\$766.9	Nov.
U.S. Expenditures for food (\$ bil.).....	\$66.3	\$99.5	\$104.9	"
Percent income spent for food.....	20.6	16.8	16.5	"
Agricultural exports (\$ bil.).....	\$4.1	\$6.2	\$645.0 mil.	Oct.
Agricultural imports (\$ bil.).....	\$5.0	\$5.0	\$469.0 mil.	"
Farm food market basket ¹ :				
Retail cost.....	\$989	\$1,119	\$1,196	Aug.
Farm value.....	\$398	\$441	\$483	"
Farmer's share of retail cost (percent).....	40	39	40	"
Realized gross farm income (\$ bil.).....	\$36.5	\$51.1	² \$54.4	
Production expenses (\$ bil.)...	\$24.9	\$36.3	² \$38.5	
Realized net farm income (\$ bil.).....	\$11.6	\$14.8	² \$15.9	

¹ Average quantities per family and single-person household bought (1960–61) by wage and clerical workers.

² Annual estimated rate, seasonally adjusted for first three quarters of 1969.

TREND: MEATIER MEALS

Household food consumption has been surveyed nationally from time to time since 1936. The surveys help identify changes in food consumption and aid marketing improvements and public food programs.

Here are the latest published results, indicative of recent trends:

U.S. meat consumption, especially beef, has increased as supplies have grown in response to upward trends in population and personal incomes.

From a sample week in the spring of 1955 to a similar week in 1965 total consumption per person of red meat and poultry at home rose 11 percent.

Most of the boost was in beef and a fair amount was in poultry. Broiler and turkey consumption increased relatively more than red meat use but their total gain was smaller. The share of pork, lamb and mutton, veal and variety meats declined.

Red meat consumption is closely tied to personal incomes. Specialists concluded that as family incomes rose 10 percent, consumption of total red meat per person advanced 1.3 percent and the value of meat consumed gained 2.5 percent. For beef, use per person increased 2.3 percent and its value 3.4 percent with each 10 percent advance in family income.



U.S. consumers averaged 3.35 pounds of red meat in the 1965 survey week. The share of beef consumed climbed from 41 percent to almost half between the springs of 1955 and

1965. In that period, the share of pork dropped from 38 percent to 33 percent.

Combined consumption of red meat and poultry was about the same for both urbanites and farm families. Per capita use in the spring survey week increased among city families from about 4.0 to 4.3 pounds; farm families from near 3.4 to 4.2 pounds between the 1955 and 1965 surveys.

Thus farm folk increased their meat eating substantially more than urban families. The combined consumption was lowest—at about 3.9 pounds—for rural nonfarm families.

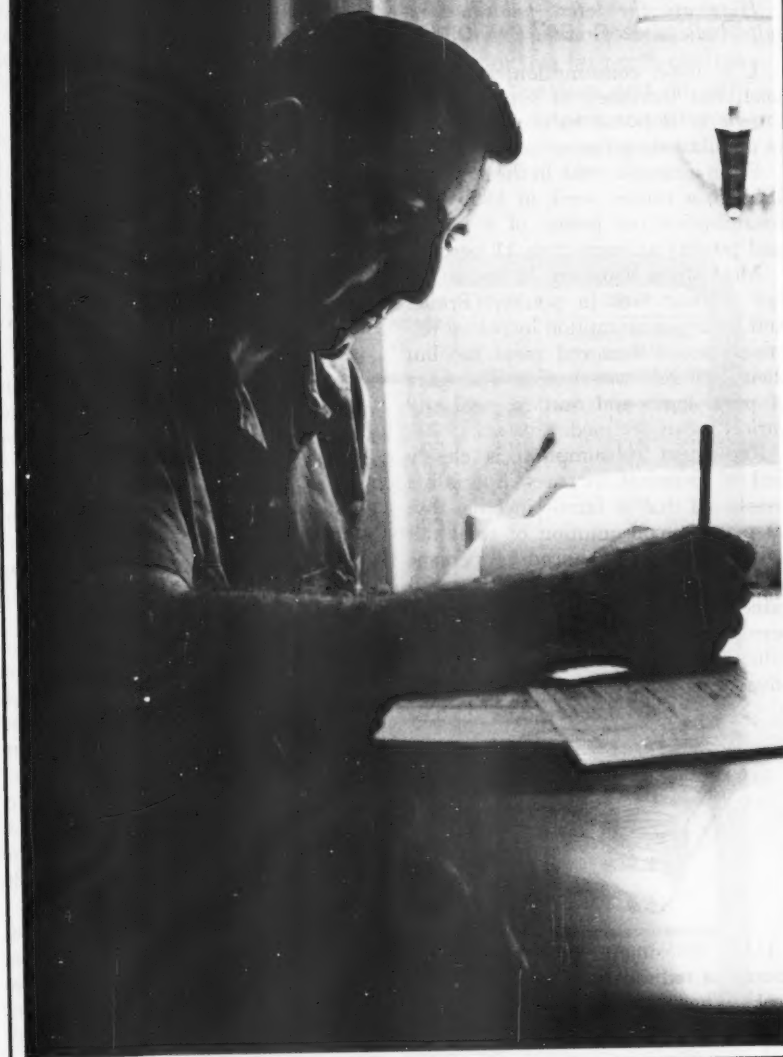


Farmers are not only eating more meat, but they're buying more. The amount of home-produced meat eaten on the farm has declined from nearly half their total consumption in the spring of 1955 to 45 percent in the 1965 survey week. This follows a trend noted since 1942 when three-fifths of the farmer's meat fare was raised on his farm.

In terms of the share of the consumer's food dollar, red meat took more than 26 cents and poultry almost 4 cents in the latest survey. Compared with 1955, poultry took a smaller share of the food dollar because of lower prices, and red meat a larger share. But the total share spent for meat and poultry averaged about the same in the spring of 1965 as it had a decade earlier.

Since 1958, beef consumption has increased each year. At the same time, consumption of veal and lamb has trended downward. Pork consumption, fluctuating, has had moderately reduced levels over the decade.

**PLANNING
FOR YOUR
ESTATE**



IN this age of high taxes and high farm values, planning for your estate is essential. If you have a son or son-in-law who wishes to farm and if you want to keep your farm in the family, it's doubly important.

Major goals to keep in mind when planning for the transfer and settlement of your estate are:

- A reasonable degree of security for you and your spouse, now and during retirement.
- An opportunity for your farm-operating son to become an established farmer, again with reasonable security.
- Reasonable treatment for your other children.
- Minimizing taxes and legal costs.
- Maintaining the home farm as a going concern and on an efficient basis.

The estate planning devices people are most familiar with are wills and life insurance.

A will should be the basic part of your estate plan. A common mistake is to put off writing the will but it is as necessary for a young farmer and his wife as it is for an older couple, particularly if there are minor children. Without a will, your property will be distributed according to the laws of descent of your State. The law rarely provides for exactly the same distribution that you and your family would have chosen.

Life insurance provides ready cash to meet funeral expenses, taxes and other estate settlement costs. But life insurance can also have other uses in estate planning—for example, in providing a bequest for your nonfarming children.

The way in which your real estate and property such as bank accounts or savings bonds are held also determine how your property will be distributed. Property held in joint ownership with right of survivorship between husband and wife (or son) goes automatically to the survivor. This is a convenient way to hold property. But it may not be best either from a tax standpoint or if death occurs in an unexpected order.

If your farm is large enough and

other conditions permit, consider making transfers of your property during your lifetime. Lifetime transfers give your son an ownership interest at an earlier age and assure him that he will be able to continue the business. Gift or capital gains taxes, if any, will usually be at lower rates than State inheritance and Federal estate taxes that would otherwise be incurred.

The transfer can be made by outright gift of a portion of the farm, by sale on an installment basis, or by some combination of sale and gift. There are many other variations, including trusts, annuities and gifts or sale with a life estate retained. Your lawyer and banker can advise you on a choice of plans to fit your situation.

For most farmers, tax considerations are important in planning distribution of farm property. It isn't true that smaller farm operators are unconcerned with tax matters, since unnecessary taxes reduce the limited property available for distribution. It's rarely smart to adopt a plan just to save taxes, but arrange your affairs to get all special tax benefits. Again, see your lawyer or banker.

To start *your* estate planning:

- Give early consideration to ideas about how and when to make the transfer.
- Consult with your children who would like to own and operate the home farm.
- Develop a plan which best meets your family's goals.
- Study effects of State and Federal income tax on capital gains, the Federal gift tax, the State inheritance tax, the Federal estate tax, court costs, and attorney fees on the proposed plan.
- Consult a lawyer and have him put the plan into written legal form.



SYNTHETIC DRINKS COMPETE WITH ORANGE JUICE

To consumers, the difference in orange drink made with synthetic powder and orange juice made with frozen concentrate is hard to spot.

The two beverages are frequently similar in price and always in appearance. Both taste "orangey", and take almost the same time to prepare. Both store indefinitely (one on the shelf, the other in the freezer.) And synthetic orange drink also comes in frozen concentrate form.

But there is a difference, and it's important to citrus producers. Synthetic orange drink makes little use of oranges. Frozen, canned, and fresh chilled orange juice and drink, however, are the major outlet for oranges.

Synthetic citrus drinks are mostly sugar. Small amounts of citric acid, flavor, pulp, vitamins and other ingredients give the product its family resemblance to natural juices.

This formula holds the twin keys to the success of synthetic drinks: Low cost and little dependence on fruit prices.

Synthetic powder for a glass of drink costs half as much to produce as frozen concentrate for juice. Consumers frequently don't pay less, since the cost difference is applied to extensive advertising that makes the synthetic sell. Advertising conducted by orange juice manufacturers and industry associations has been more limited.

With little that's orange in synthetic orange drink, its makers benefit from high citrus prices. While orange and other juice prices may soar, retail prices of the synthetics remain constant. In fact, synthetic orange drink

powder was introduced after the 1957 Florida freeze, and synthetic in frozen concentrate form after the devastating freeze of 1962, when citrus prices were high.

Today, synthetics account for about a fifth of the home consumption of orange juices and drinks, and 5 percent of home consumption of all fruit juices and drinks.

Synthetic's market share may rise some, but there's little likelihood that natural citrus beverages will be largely replaced. Natural orange juices and drinks already account for nearly 40 percent of all fruit juices and drinks consumed at home.

The market share of natural citrus juices might be maintained with greater research into marketing economies, more advertising, and balancing of supply and demand.

More importantly, changing production methods are making it much less likely that a short citrus crop will recur. A much larger part of the crop is allocated to processing than a decade ago. Production is shifting out of the high risk weather zones. Bearing citrus acreage in Florida is larger and new orchards are coming into production in the West.





FREE: FARM LEASE CHECKUP

Thinking of renting additional land or of leasing your farm?

This practice works best for all when it's based on a properly executed business-like lease contract. "Your Farm Lease Contract", a free 20-page booklet, explains many of the details landlords and tenants need to know about rental agreements: Property rights; lease duration; land improvement; maintenance; buying and selling. For your copy, tear off this page, which has your address on the back, and mail it in an envelope to:

Farm Lease, Agricultural Situation
OMS, USDA
Washington, D.C. 20250

THE POPULAR POTABLE CROP

Beers, wines, whiskeys and other alcoholic beverages are an important outlet for many U.S. fruit and field crops.

These popular potables account for the entire crop of hops, nearly a third of the barley and a fifth of the fruit crop, plus 1.5 percent of the corn output. Alcoholic beverages also take about a fifth of total U.S.-consumed rice and a fourth of the rye.

These beverages make up some 2.5 percent of total U.S. use of all crop products (1967 data).

And products used for these imbibables translate into the following crop quantities in 1967:

Over a half-billion pounds of rice, more than 100 million bushels of barley, nearly 60 million bushels of corn, 30 million pounds of hops, 7.6 billion pounds of fruit (mostly grapes), 5 million bushels of rye, and a dash of wheat (a million bushels).

In terms of 1957-59 farm prices, the value of these products total up to more than a half-billion dollars.

JANUARY-FEBRUARY 1970

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AGRICULTURAL SITUATION

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